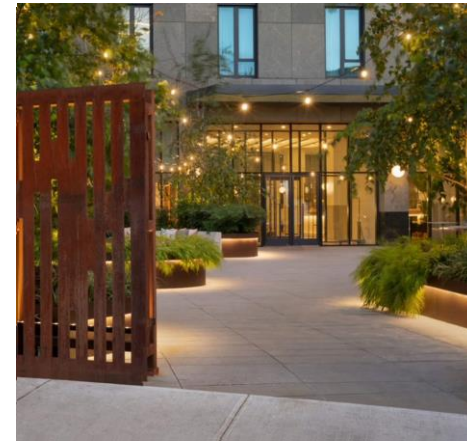


# IHG<sup>®</sup>

HOTELS & RESORTS



## Streamlining Meeting & Event Planning and SME Hotel Travel

*A Guide for Executive Admins*

DECEMBER 2023



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## AGENDA

01

Introduction

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Small to Medium Businesses

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Meetings & Events

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Q&A

InterContinental Los Angeles Downtown

6000+ hotels

over 100 countries

19 brands

InterContinental® Hotels & Resorts,  
Kimpton® Hotel & Restaurants,  
Hotel Indigo®, Holiday Inn®, and more

IHG®

HOTELS & RESORTS



REGENT



VIGNETTE  
COLLECTION

KIMPTON  
HOTELS & RESTAURANTS

HOTEL  
INDIGO

VOCO



EVEN



Garner

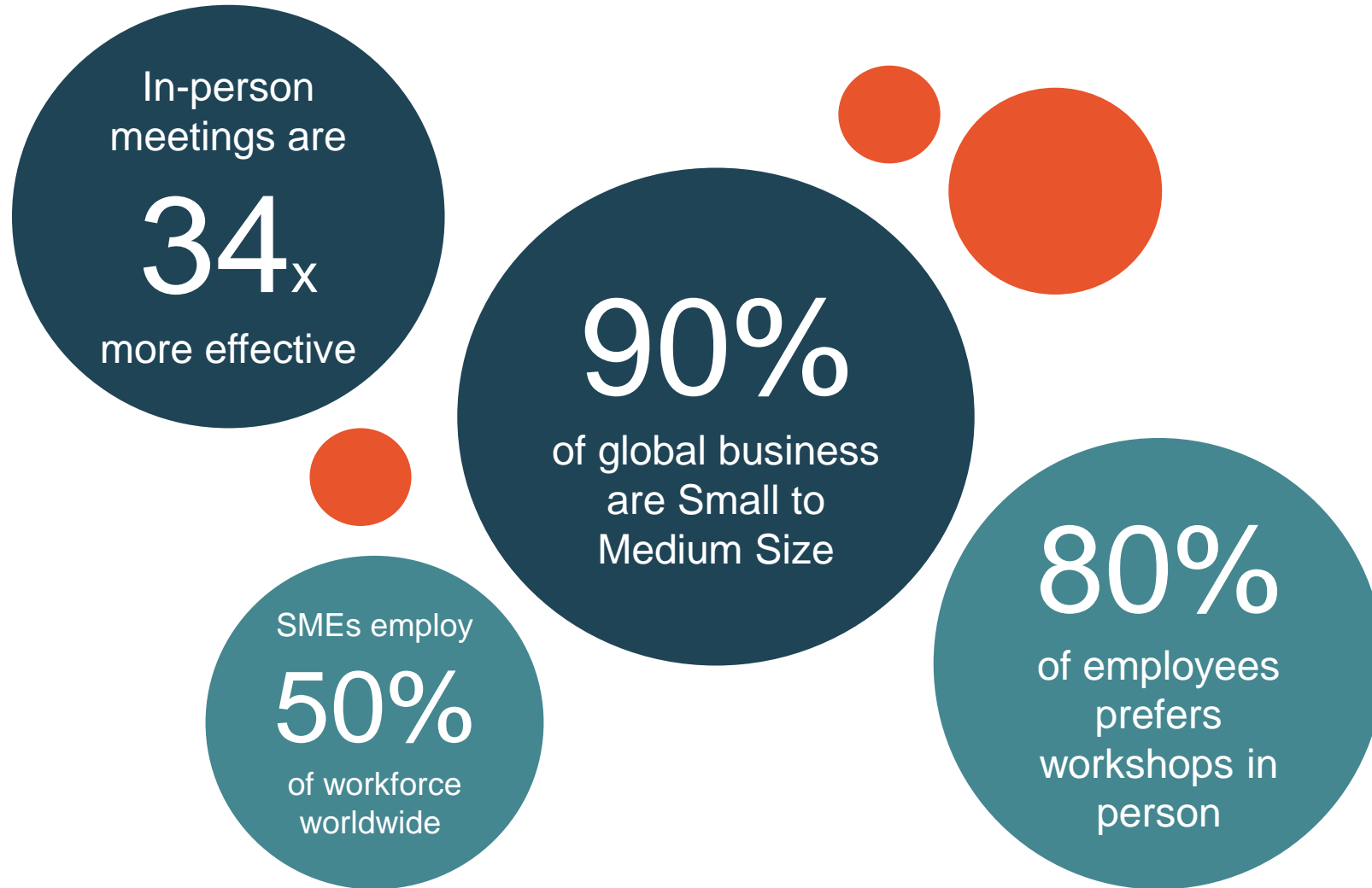
avid

ATWELL  
SUITES



IHG ONE REWARDS

# Travel & Meetings Matter



Source: [worldbank.org/en/topic/sme/finance](https://www.worldbank.org/en/topic/sme/finance)  
[sciencedirect.com/science/article/abs/pii/S002210311630292X](https://www.sciencedirect.com/science/article/abs/pii/S002210311630292X)  
[meetingsmeanbusiness.com/business-leaders-video-series/best-meetings-happen-person](https://www.meetingsmeanbusiness.com/business-leaders-video-series/best-meetings-happen-person)



# Travel Challenges for Executive Admins

- Too many choices of online booking platforms
- Budget constraints
- Last minute travel changes
- Planning travel comes on top of other responsibilities
- Managing costs and travel expenses



# Importance of Travel to SME's



- Travelling is crucial for building relationships, collaborating, exploring new opportunities, and strengthening ties
- Expanding to new markets cannot be achieved without travel
- Better understanding of local markets and customers opens better opportunities
- By meeting clients or customers in person, SMEs can build stronger relationships and better assess their needs, leading to higher customer satisfaction and loyalty
- Diversifying revenue streams



# Making Planning Travel Easier



IHG<sup>®</sup> BUSINESS  
EDGE



Solutions for Small to Medium Business

Meetings and Events Planning



# IHG<sup>®</sup> BUSINESS EDGE

- A hotel program tailored for SMEs and their travel organizers
- IHG Business Edge may help to maximize coordinators time by focusing less on searching for the best rates
- Free to join with no hidden fees and requires no minimum spend
- Both your organization and employees can earn rewards at participating hotels
- Guaranteed discounts across over 6,000 hotels worldwide



[BusinessEdge.ihg.com](https://BusinessEdge.ihg.com)



IHG One  
Rewards  
mobile app

Kimpton – Fitzroy Hotel, London



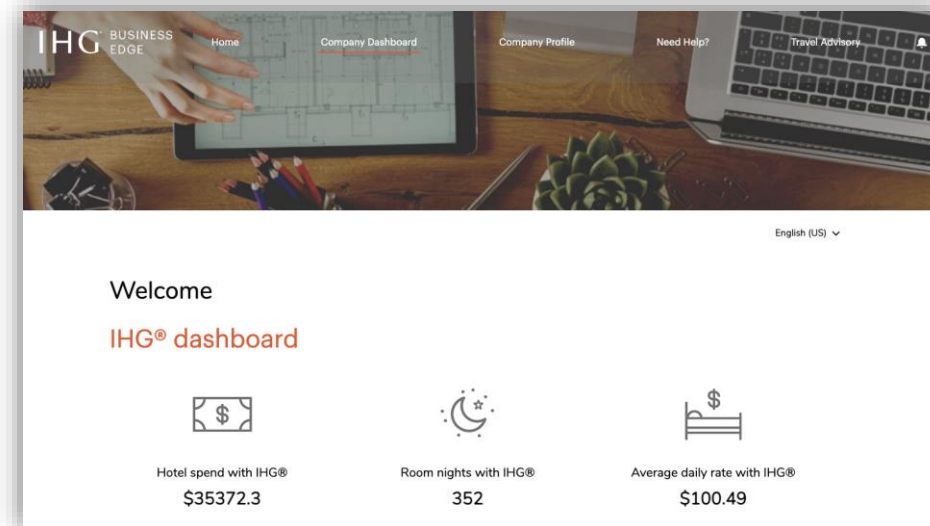
# IHG Business Edge Portal



- One-stop-shop that allows you to book travel on behalf of employees through a dedicated customized portal
- Gives you access to your organization's room nights, spending data, and premium content



➔ Join at [BUSINESSEGE.IHG/COM](https://BUSINESSEGE.IHG/COM)



Activity dashboard shows all your organization's IHG hotel stays in one place with details on:

- year-to-date travel spending
- room nights
- average daily rate



# Importance of In-Person Meetings

- New hybrid environment creates less opportunities for face-to-face gatherings
- Internal events are becoming vital to bolstering collaboration and fostering a shared culture
- Scientific research supports findings that in-person meetings are more effective than virtual or hybrid ones\*

Kimpton Rowan Palm Springs



Source: [jneurosci.org/content/41/26/5687](https://www.jneurosci.org/content/41/26/5687)  
[sciencedirect.com/science/article/abs/pii/S002210311630292X](https://www.sciencedirect.com/science/article/abs/pii/S002210311630292X)



# Choice of Venue is Crucial

## Location:

It's about convenience and ambiance

## Customization:

Hotels can tailor their spaces and services to fit the specific requirements of your event

## Personalization:

Hotels also offer versatile spaces and services that adapt to the unique preferences of each attendee, ensuring every event is crafted for maximum engagement



# Tips for Choosing the Right Hotel Partner

- First, nail down the purpose of your event
- Next, think about location
- The setting and ambiance are crucial
- Consider the amenities you'll need
- Don't forget to check for variety
- Make sure the hotel's personality aligns with your event's aim
- Lastly, aim for a reliable partner



Remember, choosing a hotel partner is about creating an experience that resonates with your event's goals and leaves a lasting impression on your attendees.

Kimpton – Gray Hotel | Chicago



## Earn Points

3 points for every \$1 USD spent on accommodations, meetings and/or events

## Loyalty Benefits

Earn Elite status and redeem points for stays, merchandise from the IHG One Rewards catalogue, and more

## Hotel Choices

Nearly 6,000 participating hotels worldwide

## Manage One Account

One membership number manages your IHG Business Rewards and IHG One Rewards

 [Join IHG Business Rewards](#)



Holiday Inn Prague



# Meetings & Events Booking Process

Choose from multiple ways to book your next event – quickly and effortlessly

- [IHG.COM/MEETINGSANDEVENTS](https://www.ihg.com/meetingsandevents)
  - Easy search function by country, city, brand
  - Customizable by the event size
- **1-800-MEETING**
  - 24/7 phone number with specialist available to help plan your event
- [MeetWithUs@IHG.com](mailto:MeetWithUs@IHG.com)
  - Offers help with sourcing an ideal venue for your event



Kimpton Seafire Resort + Spa | Cayman Islands

# IHG Hotels & Resorts – Your Partner in Travel

19 brands including InterContinental® Hotels & Resorts, Kimpton® Hotel & Restaurants, Hotel Indigo®, and Holiday Inn®

6000+ hotels in over 100 countries

IHG Business Edge designed with Business Travelers in mind

Team of specialist ready to assist you with finding the best venue for your next meeting or event





Thank You